



SMS Used in Customer Relationship Management

Take A Byte runs an online customer relationship management system called 'In-Contact' which is used by a wide range of companies to keep track of their own customers and to record all contact with them. The system keeps track of all forms of contact – phone, email, posted letters, and of course, SMS text messages.

Given the popularity of mobile communications and the many advantages it has to offer, it makes sense to use SMS as one of the methods to keep in contact with customers. However, for a business this can present a problem – keeping a track of exactly what has been sent to any given customer.

When Take A Byte looked at providing an SMS service they needed a low cost method of integrating the ability to send text messages from their 'In-Contact' application and to keep a record of exactly what had been sent. HSL's SMS service was perfect as it allowed Take A Byte to send a text message immediately from their application and to return a unique reference number to track the message to its final destination.

According to Damien Bhanji, Director of Take A Byte, "the best 2 things about the HSL SMS service are its speed and reliability." He also commented that, "it always makes me smile when we demo our system to potential customers and a message is sent from our application to their phone in less than 4 seconds."

As Take A Byte's customers rely on their servers being operational 24/7 they built a server monitoring application 3 years ago to alert their support staff if there was a problem with a server. They needed a 100% reliable method of alerting staff and decided to use the HSL SMS service to send messages to support staff. This has

worked very well and allows Take A Byte's staff to ensure servers are operational again before impacting on service.

At present the 'In-Contact' application only allows messages to be sent to individual customers. Take A Byte are planning an extension to the in-built querying facility that will allow messages to be sent to groups of customers. They are going to be integrating HSL's SMS messaging service into this as well as although email is the primary choice of distribution there are cases where sending to a phone is preferred, or is required in addition to email.

Take A Byte have considered other SMS services from other companies both at the beginning and whenever they review running costs. However, HSL's highly reliable SMS service far outweighs any small savings in cost that have been offered by rivals so far and as a result Take A Byte have remained a client for over 4 years and are committed to HSL for all their current and future SMS requirements.